

***Sanctuary Advisory Council
Business and Tourism Activity Panel
Monterey Bay National Marine Sanctuary***

Meeting Date: Wednesday, November 20, 2002

Time: 9:30-11:30 AM

Location: Embassy Suites Hotel

Attendance: Dave Ebert, BTAP Chair, SAC Business/Industry Representative

Rachel Saunders, Monterey Bay National Marine Sanctuary

Sean Morton, Monterey Bay National Marine Sanctuary

Irina Kogan, Monterey Bay National Marine Sanctuary

Michael Bekker, Cannery Row Company, Monterey

Steve Schieblauer, Monterey Harbor

Doug Lumsden, Monterey Bay Scenic Tours

Art Seavey, Monterey Abalone Company

Monty Criss, BTAP Vice-Chair, SAC Tourism Alternate, Embassy Suites

Roxanne Jordon, Alliance of Communities for Sustainable Fisheries

Vivian Villa and Jeff Griffith-Jones, San Jose State University students

Draft Meeting Notes – a Brief Summary of the Meeting’s Proceedings.

Welcome and Introductions: Dave Ebert, BTAP Chair gave welcoming comments and individual introductions commenced.

Items Not on the Agenda: 1) Steve Schieblauer, Monterey Harbor Master, gave everyone a heads up that Celebrity Cruise Lines intends on visiting Monterey more than a dozen times in 2003 as part of their “Cruising the California Coast” tours. The ship is the Mercury, a 900-foot vessel that can carry up to 2500 passengers. 2) Dave Ebert noted that the Sanctuary is recruiting an At-Large Seat (both primary and alternate) for the Sanctuary Advisory Council. Applications are due December 11, 2002. 3) Roxanne Jordon handed out a letter from the Alliance of Communities for Sustainable Fisheries about inclusion of language in the Joint Management Plan Review (JMPR) proposed by the Alliance and related to fishing activities. The group agreed to further discuss this as part of the JMPR item on the agenda (see below).

October SAC Meeting Update: Dave Ebert gave a brief summary of the October SAC meeting. At the SAC meeting Bill Douros, Sanctuary Superintendent, gave a power point presentation highlighting the Sanctuary’s accomplishments over the past 10 years. The SAC also watched a slide show that highlighted five of the Sanctuary’s 10 Year Anniversary events that took place in September. Bill Douros and Sean Morton gave an overview of the work plan being prepared for the Joint Management Plan 5 Year Review (JMPR). SAC members were asked to nominate members for the various working groups. Dave reported that the tax ballot initiative in Santa Cruz didn’t pass; the SAC had received a brief overview of the initiative. The SAC also established a small, temporary work group to discuss the way the SAC will be making decisions relative to the JMPR and report back at the next SAC meeting. Dave also noted that the issue of letter writing

protocols for the working groups hasn't dropped; Stephanie and Bill still intend on meeting to discuss this and identify next steps. For more information please see the SAC meeting minutes located on the Sanctuary's web site at http://montereybay.nos.noaa.gov/intro/advisory/sac_min.html.

Joint Management Plan Review (JMPR): Sean Morton provided a brief overview of the draft JMPR work plan, the issues and work groups identified and the process for asking SAC members to identify groups and/or individuals to participate on the work groups. The Sanctuary has expressed interest in have the BTAP represented on various work groups (e.g., dredging, marine reserves, tidepools, water quality, etc). Steve S. asked why the Alliance wasn't chosen as the work group for reserves and there was a discussion about this; Sean responded that the SAC chose not to have the Alliance be a work group of the SAC (all the JMPR work groups are work groups of the SAC and will be reporting back to the SAC with their recommendations and work products). It was also important that the work groups be broad in their representation, with industry, conservation, research and other constituencies participating as full members. Sean also noted that the reserves work group will be looking at marine reserves in federal waters, and so will complement the state's MLPA work groups. In response to questions about how internal work groups were decided, Sean stated that it depending on the issue and reminded folks that whatever is developed within the internal groups will also be brought before the SAC for public review and comment. Regarding fishing, Sean indicated that there will be a position paper put out by the sanctuaries program on fishing that will hopefully answer some of the questions raised by the Alliance about the sanctuaries program and fishing activities. BTAP members agreed to wait to see the white paper to see if it clarifies anything. BTAP members again supported the recommendations they had made earlier regarding the JMPR and expressed support for a strong community outreach/marketing presence by the Sanctuary. There is a cross-cutting work group on community outreach that the BTAP was encouraged to get involved with.

BTAP Role and Future Directions: Little time was available for a thorough discussion of this item, so it was placed on the agenda for the January 2003 meeting. Dave Ebert did ask if there was anyone who could serve as co-chair of the BTAP when he is absent. Monty Criss volunteered to serve. The topic of how to recruit additional members was brought up and general comments were made that dive and kayak businesses would be naturals. Michael Bekker noted the hard economic times and how that may make it more difficult for businesses to participate. Other outreach ideas thrown out quickly included having a special mixer for businesses and the sanctuary, participating in chamber mixers, and putting notices in the paper about BTAP meetings. Steve S. also asked about list serves and previous BTAP lists to get an idea of who participated in the past. He also noted that while developing cooperative projects was important, that the JMPR review was very important and that it was important for the BTAP to assert its recommendations. As homework, BTAP members were asked to review the BTAP web page and come with ideas on how to recruit new members. Members were also asked to think about what they would like the BTAP to accomplish in 2003 in terms of collaborative projects. The next meeting was set for January 15, 2003 in Moss Landing with the BTAP role and future directions a focal point. The meeting then adjourned.

